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Life Member Society of American Florists

Member American Association of Nurserymen

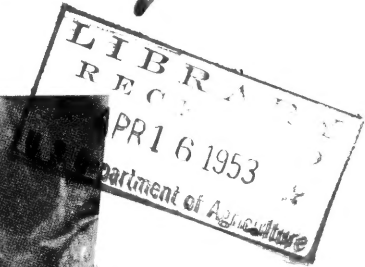
THIS circular contains planting information and varieties of Strawberry Plants that apply to climatic conditions in the North, where the "Pyramid Garden" is becoming a popular item.

Strawberry Plants for fruiting in the winter in Florida will be available in early Fall. We will also have men in Miami and Delray Beach and vicinity who will furnish good soil and set up and plant garden.

We will offer, too, in the Fall, in addition to the Phlox shown, Delphinium, other perennials and flowering bulbs for your flower borders and planting areas.

If you prefer Flowering Annuals for the Pyramid Garden, they may be grown from seed or purchased from your local florist.

The AMAZING wonder strawberry!



UP TO A QUART PER PLANT

The first season you'll get a pint and the second season up to a quart of luscious Red Rich strawberries per plant — under proper growing conditions. Dr. Leon Snyder, of the University of Minnesota, in reporting results of a first year planting of 150 Red Rich estimated a production basis of approximately 13,000 quarts per acre.

PLANT PAT. 993



TRADE MARK

BEST BY TEST From the Agriculture Department of the University of Illinois: "Of the 29 everbearing varieties we tested here last season, Red Rich is by far the best. I think it is the everbearer for which we have been waiting." (signed) Hershel L. Boll, Assistant in Pomology.

BEARS ALL SUMMER June and its strawberries come and go — but Red Rich keeps on giving you heavy yields right through to Fall. It is truly the real everbearer of our time.

FREEZE THEM WHOLE — LITTLE SUGAR NEEDED Unsurpassed for freezing — possesses an abundance of natural sugar and a firm flesh texture clear through — freeze Red Rich whole and they won't mush-up when thawed. There'll be wonderful Winter Desserts from your Red Rich berries.

MAMMOTH PLANTS — HUGE BERRIES We've never seen plants so big and vigorous. This means disease resistant strength and enormous yields. They're great for border landscaping too with summer-long flowers and lush green foliage.

PLANT BY NEW METHOD — GET WONDERFUL YIELDS

Each Red Rich plant shipment carries new "Space System" planting instructions. Be sure to follow these carefully and you'll be delighted with the results.

UMMMMM — HONEY SWEET — YOU BET! Wait'll you taste Red Rich. One bite and you're a Red Rich booster for good. What a berry. Big, solid and red clear through to the core. SWEET!

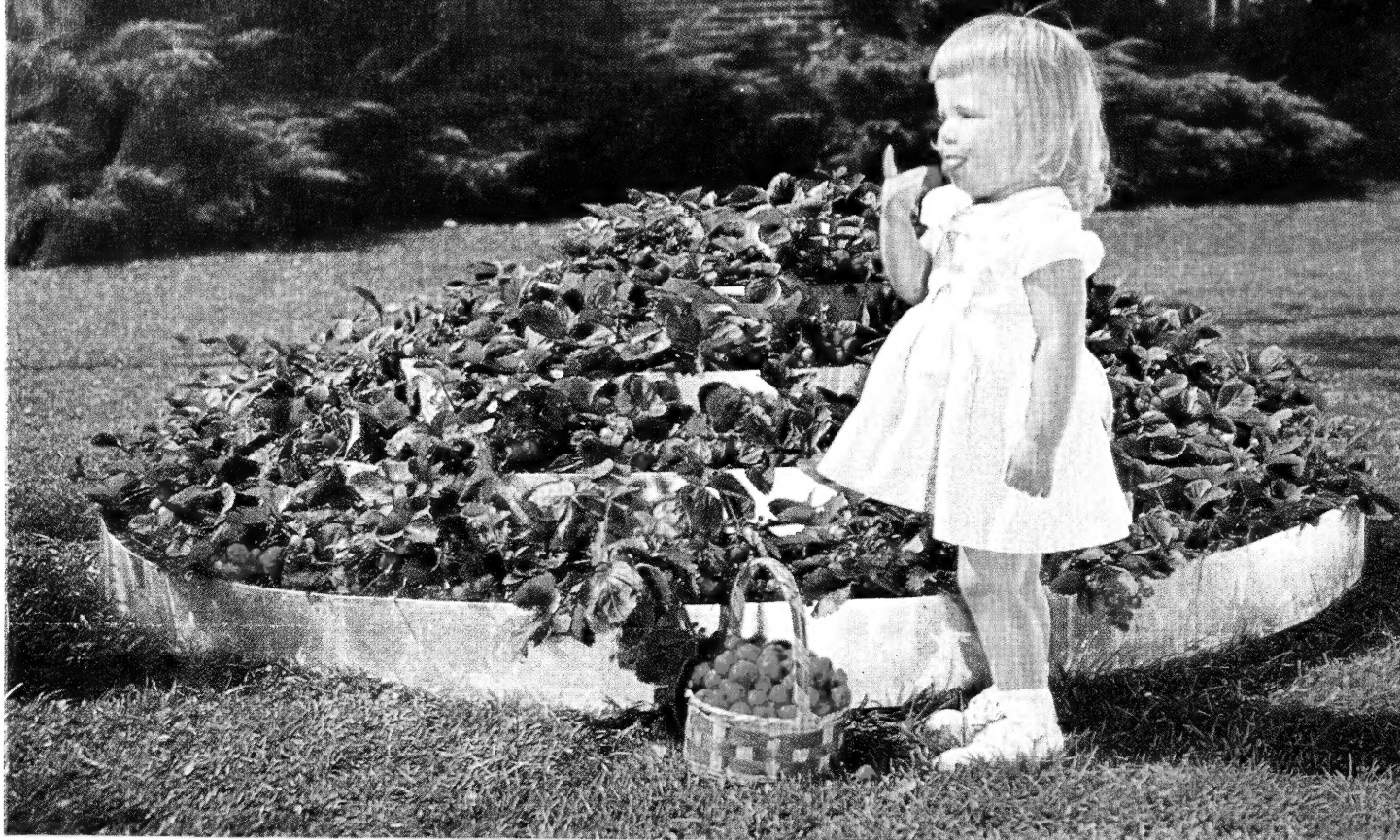
SUPPLY IS LIMITED SO ORDER TODAY

We Prepay Postage

12 Plants	\$2.95	50 Plants	\$ 8.50
25 Plants	5.00	100 Plants	15.00

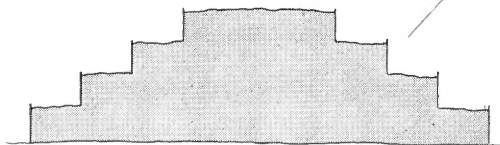
All Plants Guaranteed

"Sweetest Berry This Side O' Heaven"

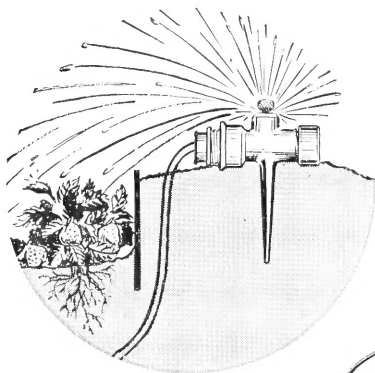


GROW MORE BERRIES

The bottom aluminum ring of the Pyramid Bed is 6 feet in diameter. (Each band is 5" wide). Merely place on ground, fill with rich soil. Walk over to settle. Repeat simple operation for remaining rings. That's all.

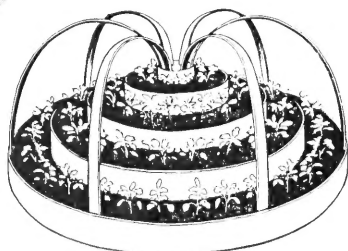


**the easy
PYRAMID GARDEN
way . . .**



Available with hose attachment. Copper tubing with nozzle is placed in bed before dirt. Special nozzle sprays entire bed. Merely connect hose and turn on. (optional)

Aluminum supporting strips quickly installed for holding transparent cover or protective netting. Cover makes miniature greenhouse for early planting and frost protection. Netting protects bed from birds. (Strips, cover, netting optional.)



In one-third the space as the conventional garden method you can enjoy an abundant full season growth of everbearing strawberries with a Pyramid Garden Bed. Easy to pick from—easy to care for, the attractive Pyramid Garden Bed adds beauty and real practical value to any garden or landscape. Used by some for early vegetable plants, flowers, etc., 50 RED RICH everbearing strawberry plants will yield vigorously all through the long growing season. One Pyramid Bed for a small family, two for the average is ample. Made of a tough aluminum alloy for durability—it will not rust or corrode. Add real beauty to your garden—real bounty for your table with a Pyramid Garden Bed. Order Today.

Pyramid Garden **\$9.95**—with 50 Red Rich Plants **\$18.45**.

Optional: 6 Aluminum Strips **\$3.95**; Transparent Cover **\$5.95**; Protective Netting **\$5.95**; Complete Sprinkler **\$4.95**.

POSTPAID

(Complete assembly and growing instructions with order.) Pyramid Garden will be shipped approximately one week prior to plants so that it can be erected and ready for planting when plants arrive.

Color does it!

These 6 Lovely Phlox
will add their beauty
to your garden from
June to November.



HARDY 2 YEAR OLD FIELD GROWN PLANTS

(ALL PLANTS HAVE BLOOMED IN OUR FIELDS)

1 each
of 6 varieties

\$1⁹⁵ POSTPAID

BRIGHT EYES—(Tall) Rightly named with its dark red eyes and petals of bright rose pink.

MARY LOUISE—(Medium) Pure, glistening white heads and florets of gigantic size. Best of all whites.

FLASH—(Tall) A new scarlet red phlox. One of the most popular. Strong grower.

DAILY SKETCH—(Tall) A brilliant salmon pink with striking crimson eye. A beautiful Phlox.

ROYAL PURPLE—(Medium) Choice of the blue purples. Rich shaded violet with deeper eye.

SALMON GLOW—(Medium) Large florets of flame pink and lighter eye—lends a pleasing salmon blush.

First Chance...

**YOU'VE HAD TO GET THESE
NEW, APPROVED JUNE BEARERS**



VERMILION...

(June Bearing) In 1941 Dr. A. S. Colby, of the University of Illinois Agriculture Department, produced an outstanding cross. This was later named Vermilion and has undergone continuous tests at the University of Illinois and other Experimental Stations throughout the country. True to its name in color, a vigorous grower that produces a fine crop in early June — Vermilion has enjoyed the enthusiastic support of leading fruit growers in Illinois. We have only a limited supply so order early.

ARMORE...

(June Bearing) The most beautiful June bearer we have seen — Ummmm, what a delight to eat. Sunset Red in color and so uniform they look like fashioned "V's" in dish or box. Armore came from the Missouri Experiment Station and proved a top-notch by showing up as more productive than any of sixty other varieties and this on old land too. Leaves an excellent row for the following year's crop. Superior shipping and handling qualities. Try some this year — FOR SURE.

PRICES ARE POSTPAID

	25 Plants	50 Plants	100 Plants	250 Plants
VERMILION	\$3.50	\$6.00	(Supply is limited)	
ARMORE	2.00	3.25	\$6.00	\$10.00

All Plants Guaranteed